



1ST QUARTER JAN-MAR



FEATURED PRODUCT

ENBRIGHTENMENT

ENBRIGHTENMENT IS A NEW AND IMPROVED PRODUCT FROM AVEDA THAT WILL BE REPLACING BRIGHTENING ESSENCE. IT IS FORMULATED TO BRING LUMINOSITY AND CLARITY TO THE SKIN WHILE VISIBLY REDUCING DARK SPOTS. A KEY AROMA IN THIS NEW LINE IS THE ROSE GERANIUM. THIS NEW SPECIALIZED SKIN CARE LINE CONSIST OF A CLEANSER, TREATMENT TONER, CORRECTION SERUM, CORRECTION LOTION, CORRECTION CRÈME, AND INTENSIVE MASSAGE MASQUE. WITH POTENT PLANT DERIVED INGREDIENTS THE SYSTEM DELIVERS THE FOLLOWING: BRIGHTENS THROUGH A PROCESS THAT REDUCES THE APPEARANCE OF PRE-EXISTING DARK SPOTS BY BREAKING THEM DOWN THROUGH EXFOLIATION AND DISPERSING THEM INTO SMALLER, LESS VISIBLE PARTICLES. HELPS PREVENT NEW DARK SPOTS AND DISCOLORATION THROUGH POTENT ANTI-OXIDANTS WHICH HELP FIGHT FREE RADICAL OXIDATION THAT CAN DAMAGE SKIN AND LEAD TO HYPER-PIGMENTATION. SOOTHES SKIN THROUGH THE USE OF ANTI-IRRITANT INGREDIENTS – DECREASES THE IRRITATION THAT CAN LEAD TO DARK SPOTS CAUSED BY HYPER-PIGMENTATION AND VISIBLE REDNESS. ILLUMINATES SKIN WITH OUR PROPRIETARY, PLANT-DERIVED SKIN BRIGHTENING BLEND WHICH IMPROVES VISIBLE SKIN CLARITY.



NEW STUDENTS

COSMETOLOGISTS

- NICOLE CONRATH
- LINDSAY ARTHURS
- MOLLY DEVENNEY
- PAIGE FRANZEN
- KELSEY GABUS
- ANTHONY HOFFMAN
- ANTHONY HEADLEY
- LISA KEUNING
- KATIE MCCORMICK
- CHELSEA WHITE
- SARAH HAAG
- CJ FRASCHT
- MOLLY ONKEN
- JASON O'LEARY
- BRITTANY HUFFORD
- ALLISON WILCOX
- CASSI SWIM
- JESS HERMAN-HOY
- CHANEL WILSON
- KRISTIN THOMPSON
- KRISTEN WIEDEMEIER
- TONY SADIQ
- KILEY OEHLERT
- JACKIE MCCLURE
- LIBBY SWITZER
- VICKI STENDER



ESTHETICIANS

- AMY FELTZ
- CANDACE BLACK
- CHRISTINE MELLENCAMP
- RACHEL GLOVER
- MEGAN RENAUD
- ERICA RUND

"OUR MISSION AT AVEDA IS TO CARE FOR THE WORLD WE LIVE IN, FROM THE PRODUCTS WE MAKE TO THE WAYS IN WHICH WE GIVE BACK TO SOCIETY. AT AVEDA, WE STRIVE TO SET AN EXAMPLE FOR ENVIRONMENTAL LEADERSHIP AND RESPONSIBILITY – NOT JUST IN THE WORLD OF BEAUTY, BUT AROUND THE WORLD."

- HORST M. RECHELBACHER

THINK GREEN

-EVERY TON OF RECYCLED OFFICE PAPER SAVES 380 GALLONS OF OIL-IF JUST 25% OF U.S. FAMILIES USED 10 FEWER PLASTIC BAGS A MONTH WE WOULD SAVE OVER 2.5 BILLION BAGS A YEAR

-ENERGY SAVED FROM ONE RECYCLED CAN WILL OPERATE A TV SET FOR 3 HOURS, AND IS THE EQUIVALENT TO HALF A CAN OF GASOLINE

-AMERICANS USE 50 MILLION TONS OF PAPER ANNUALLY CONSUMING MORE THAN 850 MILLION TREES

.-KEEPING YOUR THERMOSTAT SET AT 68 DEGREES (AND LOWER WHEN SLEEPING OR AWAY FROM HOME) IS AN EASY WAY TO SAVE MONEY ON YOUR WINTER HEATING BILLS

-IN THE AVERAGE HOME 75 PERCENT OF THE ELECTRICITY USED TO POWER ELECTRONICS IS USED WHILE THE PRODUCTS ARE TURNED OFF. THIS CAN BE GREATLY REDUCED BY PLUGGING ELECTRONICS INTO A POWER STRIP AND TURNING IT OFF WHEN ELECTRONICS ARE NOT IN USE



CONGRATULATIONS

COMPANY ANNIVERSARIES

- BRYNNE WINEGAR- 4 YRS, JANUARY 3RD
- MICHELLE BASH – 7 YRS, MARCH 13TH
- DEB ERIXON – 1 YR, MARCH 10TH
- WENDY GOOD – 7 YRS, JANUARY 10TH
- CALLI OTT – 2 YRS, FEBRUARY 13TH
- REGINA SMITH – 1 YR, MARCH 3RD
- SHEILA TOWNSEND – 6 YRS, FEBRUARY 23RD



DID YOU KNOW?



ROSE GERANIUM IS AN INDIGENOUS PLANT TO SOUTH AFRICA, OPENING ITS DELICATE COLORS TO VAST STRETCHES OF LAND PROTECTED BY DISTANT MOUNTAINS. THE FLOWER ITSELF BLOOMS

WHITE, TEAR-SHAPED PETALS PAINTED WITH A DEEP PURPLE CENTER, SURROUNDED BY A CLUSTER OF RIDGED MINT-GREEN LEAVES. AVEDA'S SOURCE OF ROSE GERANIUM GROWS ON A TOTAL OF 30 ORGANIC FARMS THROUGHOUT SOUTH AFRICA. EACH OF THESE FARMS HAS LIVED THROUGH GENERATIONS OF DISEMPOWERMENT. TODAY, ORGANIC FARMS ALLOW FAMILIES TO RETURN TO THEIR LOCAL VILLAGES AND FARMS FROM BIG CITIES, WHERE THE LIVING AND WORKING CONDITIONS ARE ESPECIALLY DIFFICULT. FOR THESE FAMILIES, FARMING ROSE GERANIUM IS AN IMPORTANT FIRST STEP TO RECLAIMING THEIR LAND AND THEIR LIVELIHOOD.

USES

BALANCING EFFECT ON THE NERVOUS SYSTEM.

RELIEVES DEPRESSION AND ANXIETY.

BALANCES THE SECRETION OF SEBUM WHEN USED ON THE SKIN.

CLEARSLUGGISH AND OILY SKINS.

CAN HELP WITH BURNS, WOUNDS,

HEALTH AND WELLNESS

MOSTACCIOLI WITH SPINACH AND FETA



PREP TIME 20 MIN
COOK TIME 10 MIN
READY IN 30 MIN

NUTRITIONAL INFORMATION

MOSTACCIOLI WITH SPINACH AND FETA

SERVINGS PER RECIPE: 6

AMOUNT PER SERVING

CALORIES: 303

- TOTAL FAT: 13.9G
- CHOLESTEROL: 34MG
- SODIUM: 469MG
- TOTAL CARBS: 34.7G
- DIETARY FIBER: 3.5G
- PROTEIN: 12.5G

INGREDIENTS

- 8 OUNCES PENNE OR MOSTACCIOLI PASTA
- 2 TABLESPOONS OLIVE OIL
- 3 CUPS CHOPPED TOMATOES
- 10 OUNCES FRESH SPINACH, WASHED AND CHOPPED
- 1 CLOVE GARLIC, MINCED
- 8 OUNCES FETA CHEESE
- SALT TO TASTE
- GROUND BLACK PEPPER TO TASTE

DIRECTIONS

1. COOK PASTA ACCORDING TO PACKAGE DIRECTIONS. DRAIN, AND SET ASIDE.
2. HEAT OIL IN A LARGE POT. ADD TOMATOES, SPINACH, AND GARLIC; COOK AND STIR 2 MINUTES, OR UNTIL SPINACH IS WILTED AND MIXTURE IS THOROUGHLY HEATED. ADD PASTA AND CHEESE; COOK 1 MINUTE. SEASON TO TASTE WITH SALT AND PEPPER.

**FOR A LOWER FAT AND CALORIE CONTENT AND HIGHER FIBER CONTENT USE REDUCED FAT FETA CHEESE AND WHOLE WHEAT OR WHOLE GRAIN PASTA.*

FROM THE SPA

ATTITUDE IS EVERYTHING

AMY WAS THE KIND OF GIRL YOU LOVE TO HATE. SHE WAS ALWAYS IN A GOOD MOOD AND ALWAYS HAD SOMETHING POSITIVE TO SAY. WHEN SOMEONE WOULD ASK HER HOW SHE WAS DOING, SHE WOULD REPLY, "WELL I'M PERFECT, OF COURSE!"

SHE WAS A UNIQUE SALON MANAGER. VIRTUALLY ALL OF THE STYLISTS SHE HIRED WERE STILL WORKING FOR HER AND WHEN SHE TOOK A PROMOTION TO MANAGE A LARGER SALON ACROSS TOWN, MANY OF HER BEST EMPLOYEES FOLLOWED HER. THE REASON THE STYLISTS FOLLOWED AMY WAS BECAUSE OF HER ATTITUDE. AMY WAS A NATURAL MOTIVATOR. IF AN EMPLOYEE WAS HAVING A BAD DAY, AMY WAS THERE TELLING THE EMPLOYEE HOW TO LOOK ON THE POSITIVE SIDE OF THE SITUATION. SEEING THIS STYLE REALLY MADE ME CURIOUS, SO ONE DAY I WENT UP TO AMY AND ASKED HER, "I DON'T GET IT! YOU CAN'T BE A POSITIVE PERSON ALL OF THE TIME. HOW DO YOU DO IT?" AMY REPLIED, "EACH MORNING I WAKE UP AND SAY TO MYSELF, 'AMY, YOU HAVE TWO CHOICES TODAY. YOU CAN CHOOSE TO BE IN A GOOD MOOD OR YOU CAN CHOOSE TO BE IN A BAD MOOD.' I CHOOSE TO BE IN A GOOD MOOD.

EACH TIME SOMETHING BAD HAPPENS, I CAN CHOOSE TO BE A VICTIM OR I CAN CHOOSE TO LEARN FROM IT. I CHOOSE TO LEARN FROM IT. EVERY TIME SOMEONE COMES TO ME COMPLAINING, I CAN CHOOSE TO ACCEPT THEIR COMPLAINING OR I CAN POINT OUT THE POSITIVE SIDE OF LIFE. I CHOOSE THE POSITIVE SIDE OF LIFE."

"YEAH, RIGHT, IT'S NOT THAT EASY," I PROTESTED.

"YES, IT IS," AMY SAID. "LIFE IS ALL ABOUT CHOICES. WHEN YOU CUT WAY ALL THE JUNK, EVERY SITUATION IS A CHOICE. YOU CHOOSE HOW YOU REACT TO SITUATIONS. YOU CHOOSE HOW PEOPLE WILL AFFECT YOUR MOOD. YOU CHOOSE TO BE IN A GOOD MOOD OR BAD MOOD. THE BOTTOM LINE: IT'S YOUR CHOICE HOW YOU LIVE LIFE."

WHAT WILL YOU CHOOSE TODAY?

ERIN PARKS INTERVIEW – STUDENT ESTHETICIAN

1. WHAT MADE YOU CHOOSE THE AVEDA INSTITUTE FOR YOUR EDUCATION?

"IT'S THE BEST! IT'S HIGH QUALITY AND PRESTIGIOUS REPUTATION HELPS ME TO KNOW THAT I WILL GET THE BEST EDUCATION POSSIBLE. IT ALSO PUTS ME AT EASE THAT I WILL BE ABLE TO FIND EMPLOYMENT ONCE I GRADUATE."

2. WHAT DO YOU ENJOY MOST ABOUT THE INSTITUTE?

"I ENJOY LEARNING HOW TO TEACH MY GUESTS HOW TO TAKE CARE OF THEIR SKIN AS WELL AS LEARNING HOW TO TAKE CARE OF MY OWN. I ALSO LOVE MEETING NEW PEOPLE AND BEING A PART OF SOMETHING THAT IS NEW AND GROWING. THE INSTITUTE IS IN A LOCATION FOR EVERYONE, WHETHER YOU COME FOR WORK OR PLEASURE, ITS FLEXIBLE SCHEDULE MAKES IT EASY TO ACCOMMODATE PEOPLE'S NEEDS."



3. WHAT DO YOU PLAN TO DO ONCE YOU HAVE GRADUATED?

"I HOPE TO FIND A POSITION AS AN ESTHETICIAN AT A SPA HERE IN WEST DES MOINES."

4. DO YOU HAVE ANY MAJOR LONG-TERM GOALS?

"SOMEDAY I WOULD LIKE TO OWN AND RUN MY OWN SALON AND DAY SPA. AN ONGOING GOAL OF MINE IS TO HELP EVERY PERSON I COME IN CONTACT WITH TO FEEL BEAUTIFUL INSIDE AND OUT."

5. WHEN YOU ARE NOT BUSY WITH SCHOOL, WHAT IS ONE OF YOUR FAVORITE ACTIVITIES?

"RIGHT NOW, BUILDING 'SNOWPEOPLE' WITH MY 2-YEAR OLD SON. DURING THE REST OF THE YEAR WE ENJOY TAKING TRIPS TO VISIT FAMILY AND FRIENDS, AND SPENDING TIME TOGETHER."

6. WHAT IS YOUR FAVORITE AVEDA PRODUCT?

"DO I HAVE TO CHOOSE? THE 'BE CURLY' HAIR CARE LINE IS PROBABLY MY FAVORITE. I DIDN'T REALIZE THAT CURLY HAIR COULD BE THIS EASY!"

7. WHAT IS YOUR FAVORITE SERVICE AND WHAT DO YOU LOVE ABOUT IT?

"I LOVE THE SELF-RENEWING FACIAL BECAUSE IT HAS A LITTLE BIT OF EVERYTHING, FROM MAINTAINING YOUR HEALTHY SKIN TO MELTING AWAY TENSION WITH THE RELAXING MASSAGE."

WELCOME NEW ADDITIONS TO OUR TEAM

TONY WILSON-

HOMETOWN: MOVED A LOT GROWING UP, BUT SPENT FORMATIVE YEARS IN CORPUS CRISTI, TX
HOBBIES: GARDENING, RUNNING, EATING
WHAT I LOVE MOST ABOUT AVEDA: AVEDA IS NOT LIMITED TO THE SUPERFICIAL SIDE OF BEAUTY. THEY TRULY GIVE BACK IN MANY WAYS, BOTH TO THE ENVIRONMENT AND SOCIETY.

LINDSAY JO-

HOMETOWN: URBANDALE
HOBBIES: TRAINING TO RUN A HALF MARATHON, SINGING IN THE SHOWER, AND MAKING FREQUENT TRIPS TO STARBUCKS.
WHAT I LOVE MOST ABOUT AVEDA: I LOVE WHAT AVEDA STANDS FOR... THE MISSION STATEMENT SAYS IT ALL.

LAURA WOERDEHOFF-

HOMETOWN: CARROLL, IA
HOBBIES: EATING OUT, GOING TO MOVIES
WHAT I LOVE MOST ABOUT AVEDA: THE POINTS OF DIFFERENCES



• PURE PRIVILEGE: ARE YOUR GUEST GETTING REWARDED FOR THE PURCHASES THEY ARE MAKING? SIGN YOUR GUEST UP TODAY AND NOT ONLY WILL THEY RECEIVE DOUBLE POINTS BUT 50 BONUS POINTS IF THEY GO PAPERLESS!

• CONGRATULATIONS ASHLEY, MADELYN AND JENNA FOR WINNING DECEMBER'S TRANSACTION CONTEST!

• IN CASE YOU EVER FEEL THREATENED, OR UNCOMFORTABLE WALKING TO YOUR CAR AFTER WORK AND WOULD LIKE FOR SOMEONE TO WATCH, CALL MALL SECURITY AT THE 24-HOUR PHONE NUMBER 224-5011.

• JUST A REMINDER TO STUDENTS: PLEASE BE SURE TO PARK IN THE FIRST TWO ROWS OF THE NORTH PARKING LOT.



• EVER WONDER WHAT TO DO WITH YOUR BOTTLE CAPS AND POP TABS? WE HAVE THE PERFECT SOLUTION. JUST DROP THEM OFF IN THE JARS THAT ARE PLACED IN THE BREAK ROOM AND THEY WILL SENT TO AVEDA.





MARK YOUR CALENDER

CHARITIES:

ON FRIDAY, JANUARY 30TH THE CHARITY TEAM FROM THE AVEDA INSTITUTE DES MOINES MADE A TRIP TO HAWTHORNE HILL SHELTER. THEY DISCUSSED THE AVEDA INSTITUTE WITH THE DIRECTOR OF THE SHELTER, AS WELL AS, PRESENTED THEM WITH A CHECK FOR \$246.00 FROM THE MONEY RAISED.



NEEDS/WANTS STUFF SWAP

DO YOU HAVE SOMETHING THAT YOU WANT? ANYTHING YOU NEED TO GET RID OF? WHY GO BUY NEW WHEN YOU CAN GET THE SAME THING FOR FREE? EMAIL CALLI AT CALLIO@AVEDAIOWA.COM TO SWAP STUFF.

2ND ANNUAL SCARLETT HAIR SHOW

SATURDAY, MARCH 14TH DOORS OPEN AT 6:30 AND THE SHOW STARTS AT 8:00. IT WILL BE HELD AT THE SCOTTISH RITE BUILDING IN DOWNTOWN DES MOINES. ALL PROCEEDS WILL BENEFIT CHILDHOOD OBESITY PROGRAMS. TICKETS WILL BE AVAILABLE SOON AND MAY BE PURCHASED ONLINE AT WWW.SCARLETTHAIRSHOW.COM OR IN EITHER SERENITY JORDAN CREEK OR SERENITY VALLEY WEST SALONS. TICKETS ARE PRICED AT \$25 OR YOU MAY PURCHASE \$45 TICKETS THAT INCLUDE DRINK TICKETS.

EARTH MONTH SHOW – “RECYCLED REVOLUTION”

SATURDAY, APRIL 18TH 7:30 HELD AT THE AVEDA INSTITUTE DES MOINES.



BIG HAIR BALL – “GLAM REVOLUTION”

SATURDAY, MAY 30TH HELD AT THE DES MOINES ART CENTER.

Scarlett
HAIR SHOW HAIR SHOW HAIR SHOW HAIR SHOW
BENEFITTING IOWA HEART FOUNDATION
CHILDHOOD OBESITY PROGRAMS

SATURDAY MARCH 14

DOORS OPEN AND SILENT AUCTION BEGINS AT 6:30PM
SHOW STARTS AT 8PM
SCOTTISH RITE BUILDING
6TH AVE. & PARK ST. DOWNTOWN, DES MOINES, IOWA

TICKETS \$25 OR \$45 (INCLUDES DRINK TICKETS)
PURCHASE TICKETS AT SERENITY SALON
IOWA HEART FOUNDATION
OR SCARLETTHAIRSHOW.COM

AFTER PARTY TO FOLLOW AT SKYBOX LOUNGE
1261 8TH ST. WEST DES MOINES

Serenity AVEDA LIFESTYLE SALON IOWA HEART FOUNDATION
cityview CAPITAL
106.3

STUDENT ACHIEVEMENTS



KELSEY MORRISON -
TOP SALES FOR COSMETOLOGY ALPHA PHASE
TOTAL SALES **\$1138.50**
WITH AN RPGT OF **\$22.32**



ERIN PARKS -
TOP SALES FOR ESTHIOLOGY ALPHA PHASE
TOTAL SALES **\$1582.50**
WITH AN RPGT OF **\$17.02**



AVEDA INSTITUTE DES MOINES

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